



**Old Town North Small Area Plan Advisory Group
Economic Development Subcommittee Meeting
Wednesday, April 20, 2016
4:00 – 6:00 PM
Alexandria Redevelopment & Housing Authority
401 Wythe Street**

**OLD TOWN NORTH (OTN) RETAIL AND COMMERCIAL
PANEL DISCUSSION**

- I. Welcome and Introduction of Panelists (4:00 – 4:10 PM)**
 - *David Speck, OTN SAP Economic Development Subcommittee Chair and Co-Moderator*
 - *Stephanie Landrum, President/CEO, Alexandria Economic Development Partnership and Co-Moderator*
- II. Alexandria Economic Development Partnership (AEDP) (4:10 – 4:25 PM)**
 - *Amy Shields, Director of Research & Strategic Initiatives, AEDP*
 - A. Study Area and Demographics**
 - B. Old Town North Land Use Mix**
 - C. City of Alexandria Office Competitiveness and Conversion Study**
- III. Facilitated Panel Discussion- Perspectives on how to attract and retain Retail and Commercial Tenants (4:25 – 5:25 PM)**
 - *Jeffrey Kovach, Beacon Capital Partners (Asset Manager)*
 - *David Millard, Avison Young (Commercial Broker)*
 - *Melissa Webb, The Rappaport Companies (Retail Broker)*
- IV. Subcommittee Discussion and Public Comment (5:25 – 5:55 PM)**
- V. Next Steps (5:55 – 6:00 PM)**
 - *Co-Moderator Stephanie Landrum*

The biographical summaries of the brokers are noted on the back page.

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BROKERS

Jeffrey Kovach- Beacon Capital Partners

Jeffrey is a Managing Director, Asset Management - based in Northern Virginia, he oversees asset management activities for Washington, D.C., Northern Virginia, New York, and Chicago. Beacon Capital is a tenant-focused private real estate investment firm with a 70-year legacy of successful real estate development, ownership and management. Jeffrey is an Old Town North resident.

David Millard - Avison Young

David is a principal with Avison Young and has vast experience in real estate, landlord and corporate tenant representation. He was the 2013-2014 chairman of NAIOP Northern Virginia, a professional commercial real estate organization. David lives in Old Town and supports many local nonprofit including service as Chairman of The Campagna Center and board member at the Alexandria Economic Development Partnership.

Melissa Webb - The Rappaport Companies

Through her work as Executive Director of Brokerage at The Rappaport Companies, a regional leader in commercial retail leasing and development, Melissa has leased more than 100,000 sf of retail space in Alexandria. Melissa lives in the West End of the City and serves on the Board of the Alexandria Economic Development Partnership.